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CLAIMS:

1. (Amended) An isolated nucleic acid molecule comprising a nucleotide sequence or a complementary nucleotide sequence corresponding to a gene or derivative thereof or a region of said gene facilitating its expression wherein said gene is specifically expressed in generative cells and sperm cells of a plant but wherein said gene does not encode a histone.
2. An isolated nucleic acid molecule according to claim 1 wherein said plant is selected from a legume, crop plant, cereal plant, a grass, a fruiting plant and a flowering plant.
3. An isolated nucleic acid molecule according to claim 2 wherein the plant is a lily or a related plant.
4. An isolated nucleic acid molecule according to claim 3 comprising a nucleotide sequence which encodes an amino acid sequence selected from SEQ ID NO:4, SEQ ID NO:6 and SEQ ID NO:8 or an amino acid sequence having at least 40% identity to any one of SEQ ID NO:4, SEQ ID NO:6 or SEQ ID NO:8.
5. An isolated nucleic acid molecule according to claim 4 comprising a nucleotide sequence selected from the group consisting of SEQ ID NO:3, SEQ ID NO:5 and SEQ ID NO:7 or a nucleotide sequence having at least 50% identity to any one of SEQ ID NO:3, SEQ ID NO:5 or SEQ ID NO:7 or is a nucleotide sequence capable of hybridizing to any one of SEQ ID NO:3, SEQ ID NO:5 or SEQ ID NO:7 under low stringency conditions at 42°C.
6. An isolated nucleic acid molecule according to claim 1 ~~or 3~~ wherein said nucleic acid molecule is a promoter or a functional derivative which directs plant generative cell and sperm cell specific expression.
7. An isolated nucleic acid molecule according to claim 6 comprising a nucleotide sequence or complementary nucleotide sequence which is capable of hybridizing under low stringency conditions at 42°C to a genomic region encompassing at least about 2 kbp upstream of the

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genomic nucleotide sequence corresponding to any one of SEQ ID NO:3 or SEQ ID NO:5 or SEQ ID NO:7.

8. An isolated nucleic acid molecule according to claim 6 comprising a nucleotide sequence or complementary nucleotide sequence substantially as set forth in SEQ ID NO:9 or a nucleotide sequence capable of hybridizing thereto under low stringency conditions at 42°C or a nucleotide sequence having at least 50% identity to SEQ ID NO:9.

9. An isolated nucleic acid molecule comprising a nucleotide sequence or complementary nucleotide sequence substantially as set forth in SEQ ID NO:9 or a nucleotide sequence capable of hybridizing thereto under low stringency conditions at 42°C or a nucleotide sequence having at least 50% identity to SEQ ID NO:9 and wherein said nucleic acid molecule is capable of directing plant generative cell and sperm cell specific expression of a nucleotide sequence operably linked thereto.

10. An isolated nucleic acid molecule according to claim 9 wherein the nucleotide sequence operably linked to the nucleic acid molecule encodes or defines GUS, GFP, a ribonuclease, DTA, an antisense molecule, a transposon or a lethal gene.

11. (Amended)A method of inducing or otherwise facilitating male sterility in a plant, said method comprising operably linking a cytotoxic nucleic acid molecule to a promoter which directs plant generative cell and sperm cell specific expression in said plant such that upon direction by said promoter, the cytotoxic nucleic acid molecule is expressed to produce a product which inactivates, kills or otherwise renders substantially non-functional generative cells and/or sperm cells in said plant wherein said promoter is not a histone gene-specific promoter.

12. A method according to claim 11 wherein said plant is a legume, crop plant, cereal plant, a grass, a fruiting plant and a flowering plant.

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13. A method according to claim 11 wherein the cytotoxic nucleic acid molecule encodes or comprise a cytotoxic protein, an antisense molecule to a particular gene, a ribozyme or a plantabody.

14. A method according to claim 11 wherein the promoter corresponds to a nucleotide sequence which hybridizes under low stringency conditions to a genomic region comprising at least about 2kbp upstream of a gene corresponding to any one of SEQ ID NO:3, SEQ ID NO:5 or SEQ ID NO:7.

15. A method according to claim 14 wherein the promoter comprises a nucleotide sequence substantially as set forth in SEQ ID NO:9 or a nucleotide sequence capable of hybridizing thereto under low stringency conditions at 42°C or a nucleotide sequence having at least 50% identity to SEQ ID NO:9.

16. (Amended) A genetic construct comprising a generative cell and sperm cell specific promoter operably linked to a transposase gene, said transposase gene capable of inducing transposition of a transposable element such that upon expression of said promoter, the transposase gene is expressed facilitating transposition of said transposable element wherein said promoter is not a histone gene-specific promoter.

17. A genetic construct according to claim 16 wherein where the promoter comprises a nucleotide sequence substantially as set forth in SEQ ID NO:9 or a nucleotide sequence capable of hybridizing thereto under low stringency conditions at 42°C or a nucleotide sequence having at least 50% identity to SEQ ID NO:9.

18. A genetic construct according to claim 16 ~~or 17~~ wherein the transposase gene is the activator (Ac) transposase.

19. A male sterile plant generated by the method of ^{claim 11} ~~any one of claims 11 to 15~~.

20. A male sterile plant according to claim 19 which provides seedless fruit or fruit with reduced seed content.